



Community Investment Advisory Council

Community Self-Examination for Broadband Deployment

1 Questions – Local Leadership

- Is broadband needed?
- What's available now?
- Who is making the case for broadband? (actively included in initiative)
- Who makes this type of decision for the community? (individuals, entities, or some combination thereof)
- Who makes the case of why broadband should be made available?
- Why should broadband be made available?
- Who provides the technical support for planning (procurement, contracting, financing, legal, etc.)?
- Who provides the follow-up/supervision during deployment?

2 Questions – Core Business Case

- What is the status of current broadband access?
- Where are the gaps (geographic, government, educational, commercial, residential, speed, etc.)?
- How long is each of the gaps likely to continue?
- What are the assumptions underlying the projections in the question above?
- Which gaps are likely to persist over time?
- Why are the gaps expected to persist?
- What are the current projected customer base(s) in the gap areas?
- What are the assumptions underlying the projections in the question above?
- What are the respective roles of the private sector and the public sector in the options identified?
- What options exist to address the persistent gap?
- What are the strengths and weaknesses of each option listed in the question above?
- What are the 10-15 year projections of revenues and expenses for the business model options under consideration (pro forma)?
- What technology investments are required for each option under consideration?

- What factors could positively affect the revenue and expenditure projections above?
- What factors could negatively affect the revenue and expenditure projections above?

3. Questions – Financing of Broadband Business Models Types

Model Options: Local Wholesale Network Model, Public-Private Partnership, Municipal Public Utility and Others

- Who pays, how much, and when?
- What other infrastructure investments can be leveraged in combination with broadband initiative?
- How can you align your financing with your projected project cash flow?
- Who is the financing entity?
- What are the assumed terms and conditions of the financing?
- What are the impacts (real or imagined) to creditworthiness?
- Who assumes the all/partial financial risk and what form does that risk take?
- What are the financial contingencies for the deal----the exit strategy?
- What is the current telecom spend for the public sector participation?
- What option exists to reallocate telecom spend?
- What internal contributions could be available to offset potential costs?
- What grant monies are available (federal, state, local, private, nonprofit)?